





Case No. 9623/324

## PATENT APPLICATION TRANSMITTAL LETTER

|   |  |   | PAIENIA             | APPLICATION       | IKANSIIII          | IAL         | LETTER          |        |   |  |
|---|--|---|---------------------|-------------------|--------------------|-------------|-----------------|--------|---|--|
| To the  | Commissio  | ner for Patents   | s: .                |                   |                    |             |                 |        | PTO 37                                    |  |
| Transmitted herewith for filing is the patent application of: <u>Thomas A. Soulanille</u> for : <u>IMPROVED SYSTEM AND METHOD FOR</u> |  |   |                     |                   |                    |             |                 |        | 8. S. |  |
| INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE  |  |   |                     |                   |                    |             |                 |        | 27.                                       |  |
| Enclose   | ed are:  |   |                     |                   |                    |             |                 |        | je903 U.                                  |  |
| $\boxtimes$   | 13 sheet(s) of drawings, 51 pages of application (including title page), and the following Appendices :  |   |                     |                   |                    |             |                 |        |   |  |
| $\boxtimes$   | Declaration.   |   |                     |                   |                    |             |                 |        |   |  |
| $\boxtimes$   | Power of Attorney.   |   |                     |                   |                    |             |                 |        |   |  |
| □.  | Verified s   | Verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27.   |                     |                   |                    |             |                 |        |   |  |
| ⊠ .   | Assignment transmittal letter and Assignment of the invention to : GoTo.com, Inc.  |   |                     |                   |                    |             |                 |        |   |  |
|   | •  |   |                     |                   |                    |             |                 |        |   |  |
| <u> </u>  |  |   |                     |                   |                    |             |                 |        |   |  |
| ¥.  | ms as Filed Col. 1 Col. 2  |   |                     |                   |                    | Other Than  |                 |        |   |  |
| €laim:<br>For   | s as Filed   | Col. 1<br>No. Filed   | Col. 2<br>No. Extra | Small E<br>Rate   | entity<br>Fee      | or          | Small E<br>Rate | Fee    |   |  |
| Basic F   | ee   | IVO. I lieu   | No. Extra           | Nate              | \$ 355             | or          | A date          | \$ 710 |   |  |
| -5-7:   |  | 13-20   | 0                   | x\$9=             | \$                 | or          | x\$18=          | \$0    |   |  |
| Indep. Claims 4-3 1   |  | x\$40=  | \$                  | or                | x\$80=             | \$80        |                 |        |   |  |
| Multiple Dependent Claims Present   |  |   |                     | +\$135=           | \$                 | or          | +\$270=         | \$     |   |  |
| *If the difference in col. 1 is less than zero, enter "0" in col. 2.  |  |   | Total               | \$                | or                 | Total       | \$790           |        |   |  |
|   |  |   |                     | •                 |                    |             |                 |        |   |  |
| THE   | Please charge my Deposit Account No. 23-1925 in the amount of \$: A duplicate copy of this sheet is enclosed.  |   |                     |                   |                    |             |                 |        |   |  |
| <b>1</b> 24€  | A check in the amount of \$: 790.00 to cover the filing fee is enclosed.   |   |                     |                   |                    |             |                 |        |   |  |
|   | The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or cred any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed. |   |                     |                   |                    |             |                 |        |   |  |
| •   | Any additional filing fees required under 37 CFR § 1.16.   |   |                     |                   |                    |             |                 |        |   |  |
|   |  | Any patent application processing fees under 37 CFR §1.17.  |                     |                   |                    |             |                 |        |   |  |
|   |  |   |                     |                   |                    |             |                 |        |   |  |
|   | credit any   | The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application o<br>credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed. |                     |                   |                    |             |                 |        |   |  |
|   |  | Any filing fees under 37 CFR § 1.16 for presentation of extra claims.   |                     |                   |                    |             |                 |        |   |  |
|   |  | Any patent application processing fees under 37 CFR § 1.17.   |                     |                   |                    |             |                 |        |   |  |
|   |  | The issue fee set in 37 CFR § 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR § 1.311(b)   |                     |                   |                    |             |                 |        |   |  |
| <u>)</u><br>Date  | une 1  | 2001  |                     | John G.<br>BRINKS | Rauch SHOFER GILSO | U L<br>SN & | LIONE           |        |   |  |

Registration No. 37,218

Rev. Nov-98